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# Let's Talk Collegiate Styles

By Jerry Martin

DEAR Joan:

Back again in Ames, and have already had one Big Adventure. What do you know? I've just been let in on the inside "dope" on what the well-dressed co-ed is going to wear this year! It is all from a fashion expert with whom I travelled on the bus, so I know it's most terribly authentic, and that you will just gobble it up, you fashion-slave.

Well, first she showed me sketches of pajamas. Really, they look like dresses. The "trous" were huge and circular and could have passed for full, circular skirts. It tickled me to think what sort of a sight all these "balloon" legs would make at a fire drill at the Lodges. One "P.J." was made of peach silk crepe with a darling tuck-in blouse and a long, straight tailored robe monogrammed in black. This style, claimed the fashion lady, is the thing this year.

In campus styles, Joan, the little dresses she drew for me were adorably chic. Jersey and travel-tweed are just the thing. She explained about this travel-tweed. It's the new wool crepe that looks like tweed, but doesn't wrinkle. I move a vote of thanks to the inventor. How mussed and wrinkled one can get in the old-fashioned tweeds!

Colors this year are glorious. We are

getting back to the bright colors again, and plaids are "all the go." The little three-piece suits with tuck-in blouses of plain, bright colors or plaids are so attractive. Jersey dresses are simply rampant, with lots of little capes or cape-suggestions over the sleeves. Of course, tuck-ins hold their own here, too.

Jumpers! Do you remember our grade school jumpers? Well, they're back . . . the style, that is. The lady declared that every co-ed wardrobe should include one of these in jersey, heavy crepe or novelty wool. And jackets have never been better! They're everywhere . . . very short and worn with all kinds of dresses.

Did you get a "trench coat" for school wear? You must be a style wizard. They're simply the rage. Tight belts and those saucy turned-up collars—"Just the thing for campus and the football games," says the expert.

When we reached the "dress-up" dresses, I simply drank in her suggestions—straight, long, snug fitted lines; waistlines normal and well defined, flares and pleats low-placed; tunics, boleros and peplums important! It all sounds so delightfully girlish and "nob-

by." Black and brown are the best this year, with red and blue vying for the remaining honors. Turquoise blue is the trim

for brown, though the newer shades of orange are also used. Pure white and ivory are the right trim for black. Many of the dresses had the sleeves and a yoke of the trim color, and a lot had fur trimmings. Sleeves are most important this season and very often quite elaborate. Hats are ritzy to the extreme. Either they must be the big poke bonnet style or else very much away from the face. No "in between" for the well-dressed co-ed.

Joan, the formals were precious. Like the hats, they go either to one extreme or the other. They must be very fluffy, old-fashioned creations with rows and rows of ruffles, or else terribly sophisticated things, long and flowing. The first were generally made of net or taffeta and trimmed with ribbon-velvet; and the latter made from satin, satin-back crepe or velvet. These fitted snugly to the hipline and then trailed off into rippling, circular skirts. One like this was made of black velvet. It was gorgeous. The slippers were black satin pumps with rhinestone heels. For jewelry there was a rhinestone necklace and bracelet. The wrap was three-quarter length and made of white velvet. What a dream for the Junior Prom! The Grecian effect is quite the vogue. One white satin one I just knew was made for you, so I had the stylist sketch it off, and here it is. How about getting it for Ted's formal next month? You'd be a dream. Ted would think so, too. Here would be the way of it: Joan plus white satin plus all her dignified airs equals Ted hanging his pin! Don't forget to send me some of the "five pounds" and some of the credit . . . I sent the dress design!

Yours for high waistlines and low hemlines,

Jerry.



The season's best.

## The Friendly House With White Pillars

By Ila Woodburn

"WHAT'S that brick building with the white pillars?" It was just one of the many questions asked by newcomers to Iowa State campus this fall. Some otherwise well-informed upperclass girls seem sadly vague about it. But listen to what one live-wire senior answered:

"That building? Why, that's where hundreds of girls go to visit and work

with other girls who are interested in their particular line of work. That's where Betty got her start in social service work—putting on a party for poor kiddies on Christmas. That's where Mary got the inspiration to find out all about world peace and national problems.

Ruth acquired a lot of her dignity and poise by being a hostess in the office in that building, and Jane made such beau-

tiful posters there that folks urged her to major in commercial design. The girls who were discussing unemployment and low wages last night at dinner got all their information from a woman who spoke in that building yesterday.

"That building stands for service, too. The only reason that an exceptionally bashful and shy freshman I knew last

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